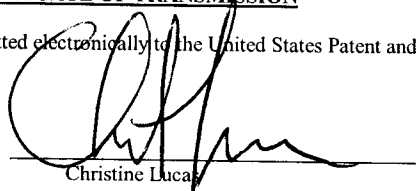


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 10/620,494 **Group Art Unit** 3622
Applicant: Luu, Duc Thong **Examiner:** Uber, Nathan C.
Filing Date: July 16, 2003 **Docket No.:** 085804.015001
Title: **SYSTEM AND METHOD FOR RECOGNIZING REVENUE FOR AN
ADVERTISING CAMPAIGN**
Customer No.: 76058

<p style="text-align: center;"><u>CERTIFICATE OF TRANSMISSION</u></p> <p>I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS-Web filing system on May 13, 2010.</p> <p style="text-align: center;">Name:  Christine Lucas</p>

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop: **Amendment**
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Date: May 13, 2010

Dear Sir/Madam:

This paper is in response to the Office Action dated February 22, 2010. Please amend the application as follows.

Amendments to the Claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.